

# ***Retail Management Application using salesforce***

## ***Introduction:***

***Salesforces can be used to manage orders from retail stores and distributors, including tracking orders, processing payments, and managing inventory levels.***

***This can help field sales teams ensure that orders are fulfilled quickly and accurately and that inventory levels are maintained at optimal levels***

## ***Purpose:***

- ***Job positing***
- ***Rewards and Incentives***
- ***Resolving conflicts***
- ***Performance Appraisal***
- ***Training and Development***
- ***Maintaining Healthy Work Culture***
- ***Organizing Various Activities***
- ***Payroll Management***

## ***Problems definition and design thinking:***

### ***➤ Empathy map***

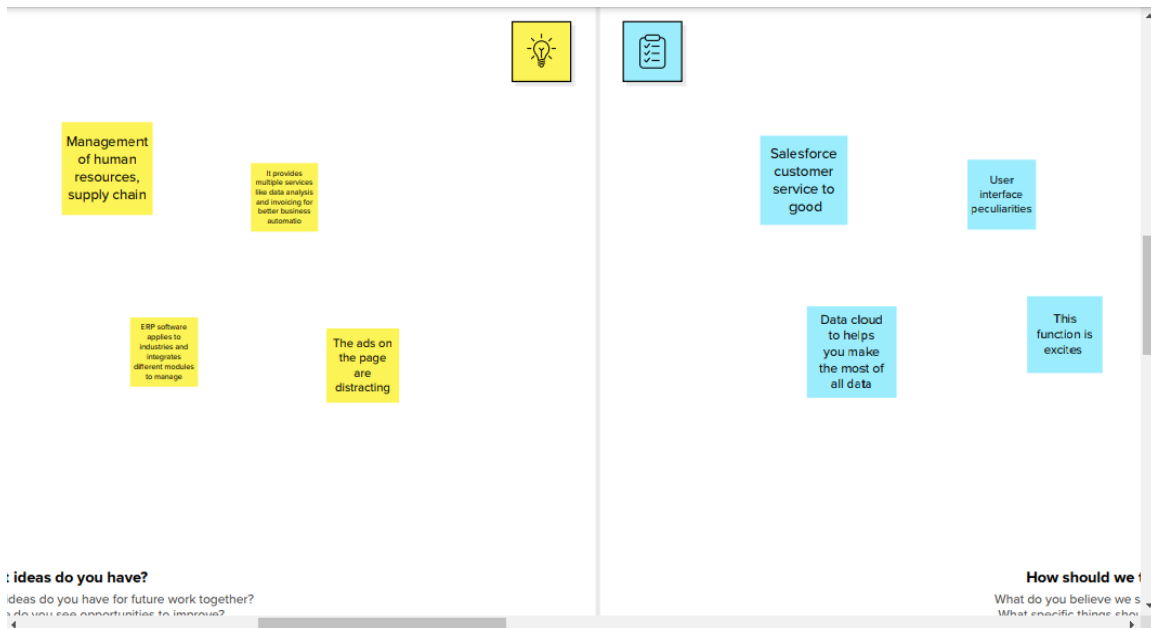
***Empathy is a collaborative tool teams can use to gain a deeper insight into their customers.***

*Much like a user person, an empathy map can represent a group of users, such as a customer segment.*

**Link-**

<https://app.mural.co/invitation/mural/naveenkumar2658/1681185014249?sender=u9a757d5bb6fbc52222902089&key=39cb0360-e165-46ec-9cb6-4375fe025b8b>





## ➤ **Brainstorming**

***Brainstorming is a group problem-solving method that involves the spontaneous contribution of creative ideas and solutions.***

***This technique requires intensive, freewheeling discussion in which every member of the group is encouraged to think aloud and suggest as many ideas as possible based on their diverse knowledge.***

***Link -***

**<https://app.mural.co/invitation/mural/naveenkumar2658/1681275852050?sender=u9a757d5bb6fbc52222902089&key=ac06a974-8dfc-4c0d-8d00-7d6c41268e89>**

## Define Retail management application

### salesforce

Sales force is linking between companies and customer. Therefore, companies have to be careful in designing and structuring sales force.

🕒 5 minutes

#### PROBLEM

Here Are a Few Examples of Uses of Salesforce for Retail:

Retail management application using salesf...

Share

Naveenkumar arul

can to and best field ms.

This involves scheduling store visits and tracking the results of those visits.

Salesforce for retail can also be used to track the performance of field sales teams.

Milton

Order Management And Inventory Check

Salesforce can be used to manage orders from retail stores and distributors, including tracking orders.

processing payments, and managing inventory levels.

Mukesh

Planogram And Scheme Management.

How the products are placed in retail stores plays a vital role in boosting sales, luring the customers to try or buy new products and generating revenue.

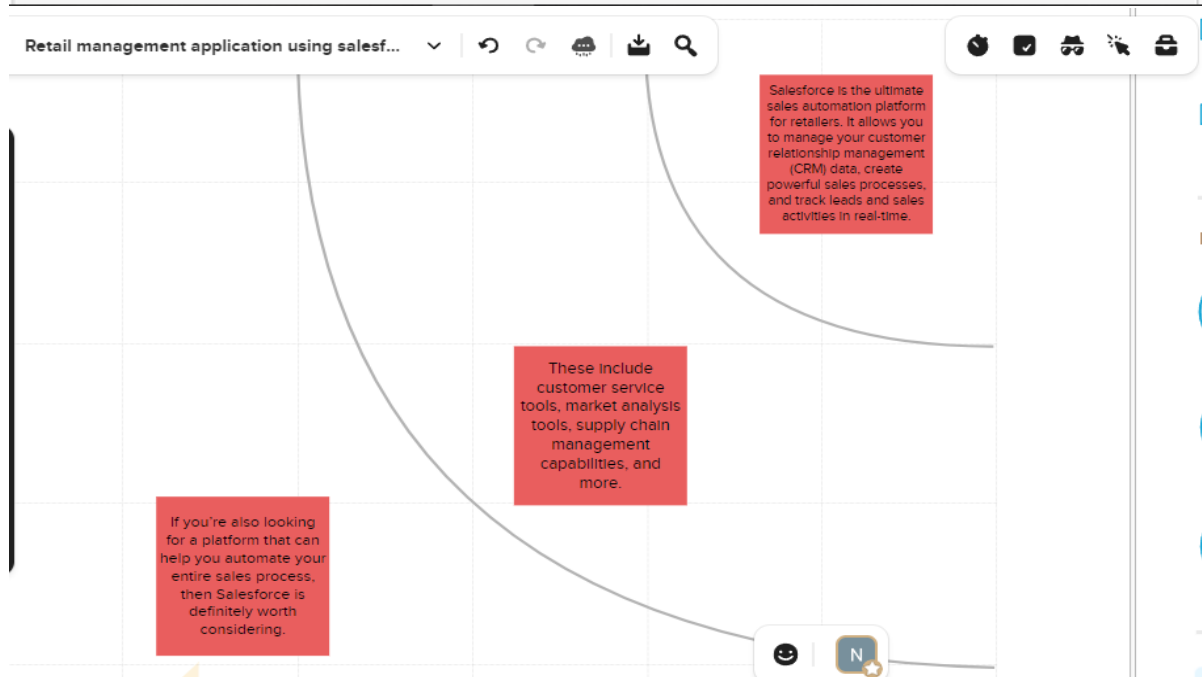
Salesforce can be used to manage planograms, which are diagrams that show how products should be arranged on store shelves.

Krishnan

Distributor And Retailer Management.

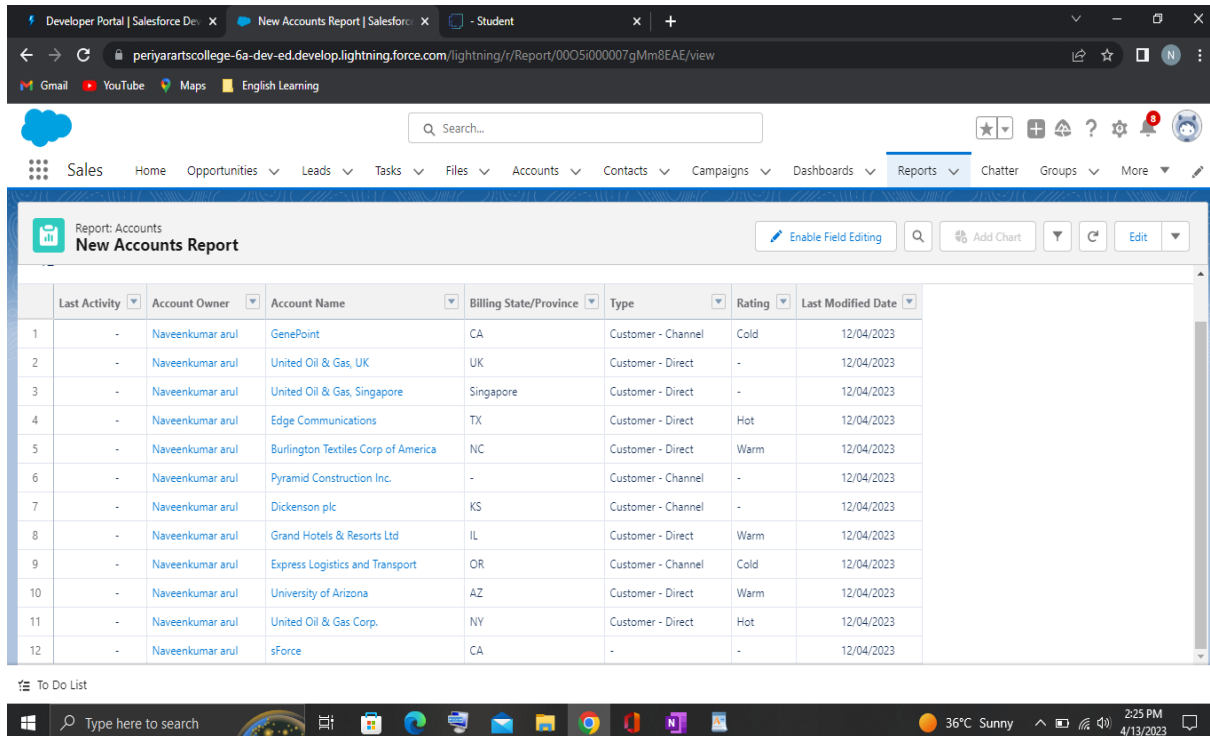
Salesforce can be used to manage relationships with distributors and retailers.

Including tracking orders and managing communication and collaboration.



## ➤ Activity

### Salesforce activity screen short



The screenshot shows a Salesforce Developer Portal interface. The browser address bar displays the URL: `periyartcollege-6a-dev-ed.develop.lightning.force.com/lightning/r/Report/0005i000007gMm8EAE/view`. The Salesforce navigation bar includes tabs for Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contacts, Campaigns, Dashboards, Reports, Chatter, Groups, and More. The 'Reports' tab is active, showing a report titled 'New Accounts Report' under the 'Accounts' category. The report table contains 12 rows of account data, all with a 'Last Modified Date' of 12/04/2023. The table columns are: Last Activity, Account Owner, Account Name, Billing State/Province, Type, Rating, and Last Modified Date.

|    | Last Activity | Account Owner    | Account Name                        | Billing State/Province | Type               | Rating | Last Modified Date |
|----|---------------|------------------|-------------------------------------|------------------------|--------------------|--------|--------------------|
| 1  | -             | Naveenkumar anul | GenePoint                           | CA                     | Customer - Channel | Cold   | 12/04/2023         |
| 2  | -             | Naveenkumar anul | United Oil & Gas, UK                | UK                     | Customer - Direct  | -      | 12/04/2023         |
| 3  | -             | Naveenkumar anul | United Oil & Gas, Singapore         | Singapore              | Customer - Direct  | -      | 12/04/2023         |
| 4  | -             | Naveenkumar anul | Edge Communications                 | TX                     | Customer - Direct  | Hot    | 12/04/2023         |
| 5  | -             | Naveenkumar anul | Burlington Textiles Corp of America | NC                     | Customer - Direct  | Warm   | 12/04/2023         |
| 6  | -             | Naveenkumar anul | Pyramid Construction Inc.           | -                      | Customer - Channel | -      | 12/04/2023         |
| 7  | -             | Naveenkumar anul | Dickenson plc                       | KS                     | Customer - Channel | -      | 12/04/2023         |
| 8  | -             | Naveenkumar anul | Grand Hotels & Resorts Ltd          | IL                     | Customer - Direct  | Warm   | 12/04/2023         |
| 9  | -             | Naveenkumar anul | Express Logistics and Transport     | OR                     | Customer - Channel | Cold   | 12/04/2023         |
| 10 | -             | Naveenkumar anul | University of Arizona               | AZ                     | Customer - Direct  | Warm   | 12/04/2023         |
| 11 | -             | Naveenkumar anul | United Oil & Gas Corp.              | NY                     | Customer - Direct  | Hot    | 12/04/2023         |
| 12 | -             | Naveenkumar anul | sForce                              | CA                     | -                  | -      | 12/04/2023         |

## ➤ Trailhead profile public URL

Link

Team leader - <https://trailblazer.me/id/narul21>

Team member 1 - <https://trailblazer.me/id/kmilton10>

Team member 2 - <https://trailblazer.me/id/mmugesh5>

Team member 3 - <https://trailblazer.me/id/krisb56>

## ➤ Advantage and Disadvantage

### Advantage:

- Less Capital Requirement
- More Profit Margin
- Credit Facility
- Better Customer Relation
- No Liability

### Disadvantage:

- High Marketing cost
- Selling Skill Required
- Very High Competition
- No Economies of Buying
- It Requires Proper Location

### ➤ Conclusion

Customer Engagement: Salesforce provides a unified platform for managing customer interactions, which enables retailers to deliver personalized shopping experiences.

Data Management: Salesforce provides a centralized repository for managing customer, product, and sales data.

